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# Frigidaire

## Electric Refrigeration

for the

## Market Grocery Delicatessen

# How Frigidaire *makes money for the Retailer of Food Products*



"Colder than Ice  
and never Melts"



## Frigidaire *saves time, trouble and expense.*



FRIGIDAIRE electric refrigeration is placed within the reach of every meat market, grocery and delicatessen, through the many economies and advantages accruing from its use. Store proprietors can now give their customers better foods, display their goods more effectively, and increase the amount of their profits with Frigidaire.

Frigidaire provides efficient uniform refrigeration every day in the year. This is furnished automatically, without attention, and without ice. The temperature is always well below the point at which food is kept with safety. The proprietor is relieved of all worry and annoyance caused by an outside ice supply.

Money is saved by Frigidaire through the reduction of food losses, the increased convenience, and inexpensive operation.



## Frigidaire Builds a Reputation for Quality Foods

FRIGIDAIRE provides a uniformly cold temperature best suited to the proper preservation of food. The atmosphere is crisp, dry and cold, keeping all foods fresh and wholesome, and preventing the growth of harmful bacteria.

Food placed in Frigidaire stays fresh until sold. All chance and uncertainty as to whether it will be kept properly, is eliminated. Day and night, through the long hot days of summer, over the week-end, and in quickly changing weather, Frigidaire provides a low, uniform temperature.

Your customers learn that they can buy in confidence, and your store earns the reputation of selling quality foods, kept under the most modern sanitary conditions.

With Frigidaire you can always be prepared to meet variations in demand. Unsold goods can be carried over with safety, enabling you to purchase in larger quantities with a resulting saving in expense.

## Eliminate Refrigeration Worries

FRIGIDAIRE provides dependable, automatic electric refrigeration at all times. There is nothing to watch, nothing to do but oil the motor two or three times a year. There is nothing to interfere with your waiting on customers. Your day is made shorter, and you do not have to worry regarding your refrigeration over week-ends and holidays.

You do not have to bother with the annoyance and inconvenience caused by having your refrigerator re-iced every day. When Frigidaire is installed, all thoughts of refrigeration are at an end.

Frigidaire will give you the convenience and satisfaction of a modern cold storage plant adapted to your individual needs.





## Frigidaire Insures Cleanliness

**F**RIGIDAIRE insures foods being kept in the best possible condition until sold. This means a great deal to the storekeeper because the preservation of foods by proper refrigeration means also the preservation of his business reputation.

Customers who do their marketing in stores equipped with Frigidaire appreciate the added freshness of the food they buy. They know that the food is better and this knowledge is reflected in their continuous patronage. They tell their friends about the high quality and wholesomeness of the foods they buy in your store, and your reputation is not only protected but increased immeasurably.

The cleanliness of Frigidaire is quickly noticed and commented upon by customers. The storekeeper needs no other sign to tell his customers that he is employing the most modern and sanitary methods to assure the purity and wholesomeness of the food he sells. Frigidaire makes a definite contribution to the success of any store where food is sold.

## Foods Properly Displayed Sell Quicker

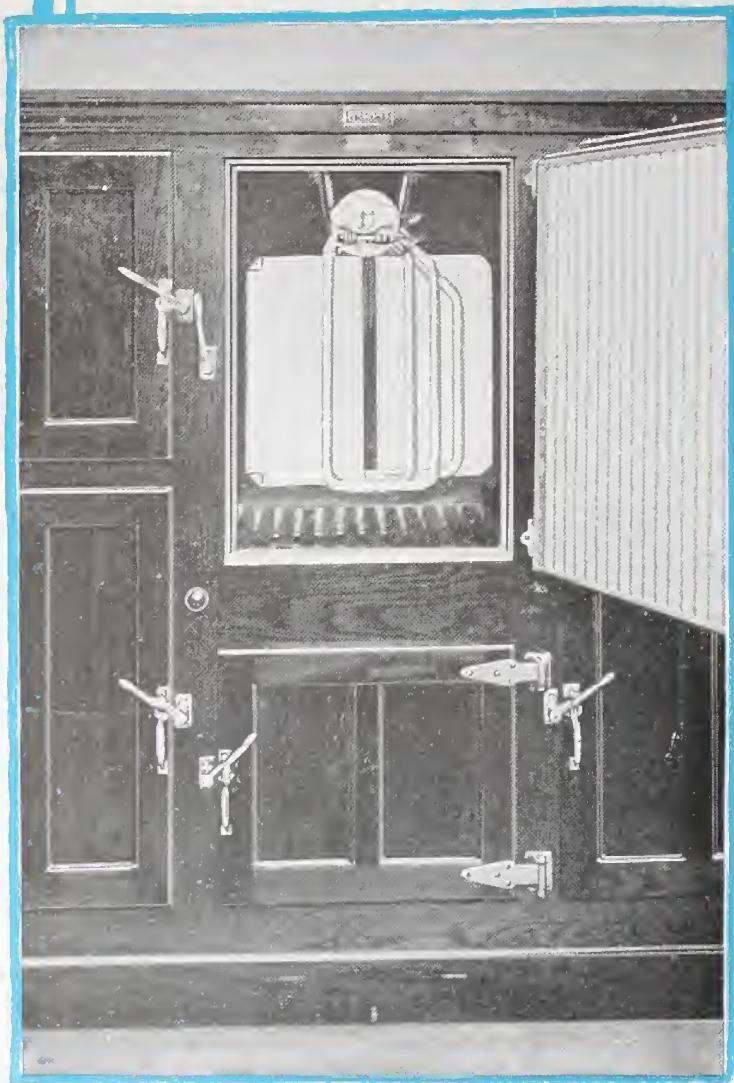
WHEN perishable foods are attractively displayed, sales are made more easily, the volume of sales is increased, and the turnover of stock is more rapid, resulting in increased profits.

Frigidaire permits the display of a wider variety of foods, and a greater number of choice cuts of meat, through the low, uniformly cold temperature always maintained. The merchant has perfect security against spoilage or loss, regardless of weather conditions and without the necessity of special provision for Sundays or holidays.

When display counters and refrigerators are equipped with Frigidaire, the interior of the store can be arranged solely for the convenience of clerks and customers. The necessity of arranging for convenient icing is entirely eliminated.

With Frigidaire, it is possible to take full advantage of all opportunities to display the merchandise where it attracts the greatest amount of attention.

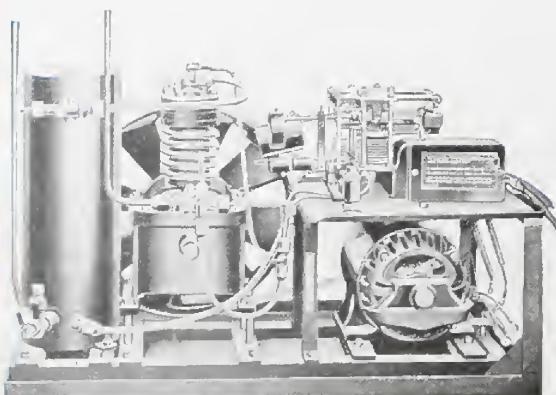




## Efficient, Dependable Refrigeration Increases Profits

### Installation

Frigidaire is very easily and quickly installed. The cooling coil is placed in the ice compartment of the refrigerator, while the compressor is installed in a convenient location, either on the same floor or in the basement. Connection between compressor and cooling coil is made with two small copper tubes.



FRIGIDAIRE not only saves merchant by preventing damage and loss of time, but it also increases profits by improving the quality of merchandise and stimulating sales.

The efficient, dependable refrigeration provided by Frigidaire helps to retain customers, and relieves them of their refrigeration responsibility. It gives the merchant more time for personal enjoyment and efficiency and economy in his store.

The perfect preservation of food by Frigidaire enables the merchant to keep a larger stock of perishable food.



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spoilage and loss. The economy of large scale purchases is an established fact.

The installation of Frigidaire results in the elimination of the expense of ice, and the muss and labor which go with its handling. Frigidaire operates automatically from electric current. The motor runs only when necessary, maintaining a uniform temperature. The cost of operating Frigidaire is very economical.

Sales are increased because the food is preserved in a fresh and wholesome condition at all times, and better displays of perishable foods are permitted. New customers are attracted to the store and old customers increase their purchases. This means increased profit.

# Frigidaire Cooling Coils

THE Frigidaire Copper-Fin Cooling Coils offer a superior form of refrigeration to every business man, merchandising perishable food-stuffs. These coils have gained greater efficiency through increased surface area, which permits them to operate at a higher average temperature. The entire capacity of the compressor is thus obtained, with a resulting economy.

These coils come as complete units, and may be very easily installed. With the great variety of types and sizes, these coils may be furnished to meet the requirements of practically any installation.



No. 22-X Cooling Coil

Width.....7½ inches  
Height....18¼ inches  
Depth....18¼ inches



No. 12-F Cooling Coil

Width.....16 inches  
Height....22 inches  
Depth....16½ inches



No. 58-F Cooling Coil

Width....28¼ inches  
Height....16 inches  
Depth....16½ inches



No. 14-F Cooling Coil

Width.....16 inches  
Height....25 inches  
Depth....16½ inches



No. 16-F Cooling Coil

Width.....18 inches  
Height....28 inches  
Depth....16½ inches



No. 18-F Cooling Coil

Width.....26 inches  
Height....30 inches  
Depth....22 inches

# Frigidaire Cooling Coils



No. 82-X Cooling Coil

Width \_\_\_\_\_ 7½ inches  
Length \_\_\_\_\_ 37½ inches  
Height \_\_\_\_\_ 8 inches



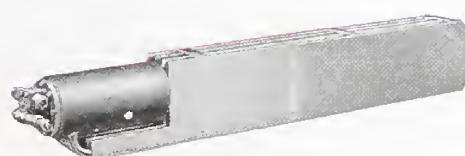
No. 88-F Cooling Coil

Width \_\_\_\_\_ 17 inches  
Height \_\_\_\_\_ 22½ inches  
Depth \_\_\_\_\_ 47 inches



No. 84-F Cooling Coil

Width \_\_\_\_\_ 5 inches  
Length \_\_\_\_\_ 77½ inches  
Height \_\_\_\_\_ 7⅞ inches



No. 83-F Cooling Coil

Width \_\_\_\_\_ 5 inches  
Length \_\_\_\_\_ 47½ inches  
Height \_\_\_\_\_ 7⅞ inches



No. 15-TT Cooling Coil

Width \_\_\_\_\_ 26 inches  
Depth \_\_\_\_\_ 21 inches  
Height \_\_\_\_\_ 30 inches

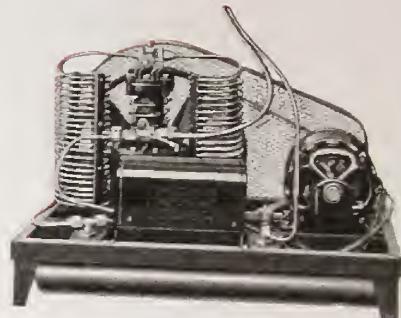


No. 62-F Cooling Coil

Width \_\_\_\_\_ 50 inches  
Depth \_\_\_\_\_ 21 inches  
Height \_\_\_\_\_ 20 inches

# Frigidaire Compressors

THE same standard cooling coils can be used with either air-cooled or water-cooled compressors. The compressors are of sufficient capacity to take care of any requirement, large or small. They are sturdily built and easily installed. They are so designed that they operate with the minimum of expense. There is a size Frigidaire that will exactly suit your needs.

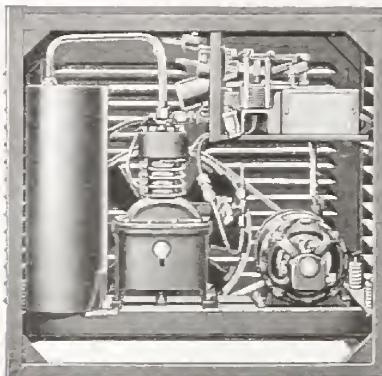


**Model G, Twin-Cylinder Air-Cooled Compressor**

Width— $18\frac{1}{4}$  inches.

Length— $23\frac{3}{4}$  inches.

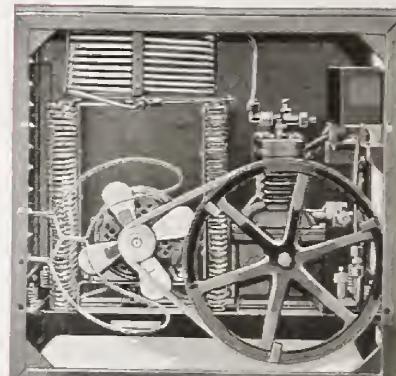
Height—Without legs,  $19\frac{1}{4}$  inches; with adjustments up to 23 inches.



**Model L, One-third Horsepower Water-Cooled Compressor**

Width—14 inches. Length—30 inches.

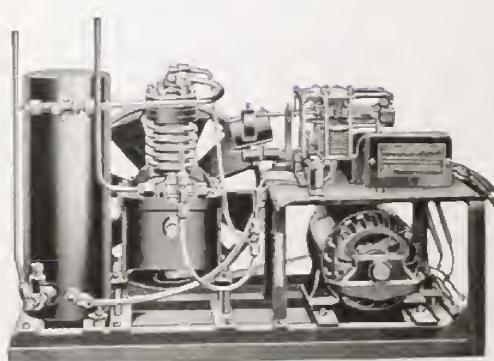
Height—30 inches.



**Model K, One-third Horsepower Air-Cooled Compressor**

Width—14 inches. Length—30 inches.

Height—30 inches.



**Model N, Half-Horsepower Water-Cooled Compressor**

Width—16 inches. Length—33 inches. Height—19 inches

**F**RIGIDAIRE is made and guaranteed only by Delco-Light Company, the world's largest manufacturer of electric refrigeration. The high quality and dependability of Frigidaire is based not only on the soundness and reliability of Delco-Light Company, but also upon the reputation of General Motors Corporation, of which it is a subsidiary.

The financial, research and engineering resources of both Delco-Light Company and General Motors Corporation have been available at all times in building superiority, economy and long life into Frigidaire Electric Refrigeration. General Motors stands for exhaustive research and development, for careful manufacture and for production on a large scale. This assures low prices for quality products as well as superior service.

All these things mean that soundness, reliability, honesty, strength and certainty of guarantee are back of Frigidaire, which is designed and made to provide the best in electric refrigeration.

*All Frigidaire equipment may be purchased on the General Motors Time Payment Plan, which makes it unnecessary to wait until Frigidaire can be paid for in full to enjoy the benefits of electric refrigeration. The only requirement is a small down payment and the balance of the purchase price may be paid at intervals most convenient for the purchaser.*



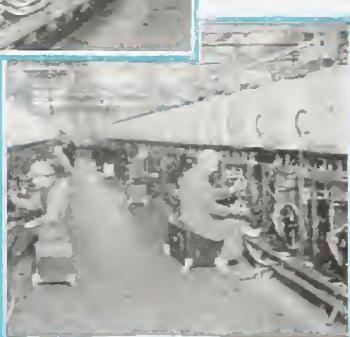


THE factories of Delco-Light Company, Dayton, Ohio, manufacturers of Frigidaire, consist of two plants, which include 41 buildings with a combined floor space of 32 acres.

The office and factory force includes approximately 7,000 employes, which is steadily increasing. In addition, more

than 5,000 men are employed in the sales and service organization to look after the distribution and installation of Frigidaire.

The most modern of equip-





ment and the latest methods of manufacturing are employed in making Frigidaire in the two Delco-Light factories. In addition to the large force of skilled workmen, a very complete corps of specially trained engineers is constantly working to improve the product.

Frigidaire is daily demonstrating its dependability and high-grade quality of workmanship to more than 150,000 users. These people have reached a solution for their refrigerating problems.



The Frigidaire Sales and Service Organization is Directed  
From These Central Points, Where Displays Are  
Maintained for Your Convenience

Asheville, N. C.	50 Biltmore Avenue	Minneapolis, Minn.	134 & 136 S. Tenth Street
Atlanta, Ga.	168 Spring Street	Nashville, Tenn.	Nashville Ry. & Light Co.
Baltimore, Md.	Park Avenue & Centre Street	Newark, N. J.	85 Central Avenue
Baton Rouge, La.	200 St. Louis Street	New Bedford, Mass.	280 Union Street
Birmingham, Ala.	2019 N. Fifth Avenue	New Haven, Conn.	Cor. Orange & Elm Streets
Boston, Mass.	743 Boylston Street	New Orleans, La.	201 Baronne Street
Brooklyn, N. Y.	16 Lafayette Avenue	New York City	39 W. 45th St. & 150 W. 57th St.
Buffalo, N. Y.	715 Main Street	Norfolk, Va.	Cor. Monticello Ave. & Princess Anne Rd.
Cedar Rapids, Iowa	412 Second Avenue, E.	Oakland, Calif.	Elks Building
Charleston, W. Va.	812 Kanawha Street	Oklahoma City, Okla.	120 W. Fourth Street
Chattanooga, Tenn.	6th & Market Streets	Omaha, Nebr.	2211 Farnam Street
Chicago, Ill.	313 N. Michigan Ave. & 445 E. Erie St.	Pasadena, Calif.	22 N. Los Robles Avenue
Cincinnati, Ohio	811 Race Street	Peoria, Ill.	Franklin & Sixth Streets
Cleveland, Ohio	2122 Euclid Avenue	Philadelphia, Pa.	810 N. Broad Street
Columbia, S. C.	1517 Sumter Street	Phoenix, Ariz.	138 N. Central Street
Columbus, Ohio	188 E. Gay Street	Pittsburgh, Pa.	5620 Penn Avenue
Dallas, Texas	400 N. Akard Street	Portland, Ore.	304 Salmon Street
Davenport, Iowa	118 E. First Street	Providence, R. I.	37 Exchange Place
Dayton, Ohio	38 N. Main Street	Roanoke, Va.	309 S. W. Henry Street
Denver, Colo.	1134 Broadway	Rochester, N. Y.	19 Gibbs Street
Des Moines, Iowa	Tenth & Grand Streets	Rockford, Ill.	210 N. Wyman Street
Detroit, Mich.	General Motors Building	St. Louis, Mo.	3321 Olive Street
Eau Claire, Wis.	307 E. Grand Avenue	St. Paul, Minn.	24 E. 4th Street
El Paso, Texas	723 N. Stanton Street	Sacramento, Calif.	1022 12th Street
Erie, Pa.	16 E. Tenth Street	Salt Lake City, Utah	134 E. Second South
Evansville, Ind.	205 S. Sixth Street	San Antonio, Texas	906 N. St. Mary's Street
Fall River, Mass.	145 Second Street	San Diego, Calif.	1245 Fourth Street
Fargo, N. D.	419 Northern Pacific Avenue	San Francisco, Calif.	871 Mission Street
Fresno, Calif.	1228 Van Ness Avenue	Seattle, Wash.	1612 Second Avenue
Ft. Worth, Texas	1324 E. Front Street	Sioux City, Iowa	704 Pierce Street
Grand Rapids, Mich.	18 W. Fulton Street	Sioux Falls, S. D.	224 S. Main Street
Green Bay, Wis.	329 N. Washington Street	Spokane, Wash.	S. 13 Post Street
Greensboro, N. C.	300 N. Elm Street	Springfield, Mass.	115 Chestnut Street
Hartford, Conn.	115 Pearl Street	Stockton, Calif.	14 S. Sutter Street
Houston, Texas	3108 Main Street	Syracuse, N. Y.	251 W. Fayette Street
Huntington, W. Va.	910 Sixth Avenue	Toledo, Ohio	212 N. Erie Street
Indianapolis, Ind.	47 Monument Circle and 1007 N. Meridian Street	Tulsa, Okla.	706 S. Boston Street
Jackson, Miss.	218 E. Capitol Street	Washington, D. C.	1313 New York Avenue, N. W.
Jacksonville, Fla.	118 W. Bay Street	Wichita, Kans.	135 N. Market Street
Joplin, Mo.	212 W. Fourth Street	Worcester, Mass.	48 Portland Street
Kansas City, Mo.	S. W. Cor. 16th & Grand Avenue		
Knoxville, Tenn.	718 S. Gay Street		
Lexington, Ky.	258 E. Main Street		
Lincoln, Nebr.	1434 "O" Street		
Little Rock, Ark.	Markham & Rector Streets		
Louisville, Ky.	327 Guthrie Street		
Los Angeles, Calif.	1518 W. Seventh Street		
Madison, Wis.	206 King Street		
Memphis, Tenn.	278 Monroe Avenue		
Miami, Fla.	134 N. W. Third Avenue		
Milwaukee, Wis.	469 Prospect Avenue		



Made and Guaranteed only by  
**DELCO-LIGHT COMPANY**  
Subsidiary of General Motors Corporation  
DAYTON, OHIO